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# JOERG'S

"Best on Earth"

# Gladioli

and other

## Bulbs and Roots

1929

# George J. Joerg

INCORPORATED

NEW HYDE PARK  
LONG ISLAND, N. Y.

(Bulb Growers Since 1880)

New Gladiolus "DELIGHTED" (see page 2)







Medal Awarded  
by  
New York Hort. Soc.

## FOREWORD

WE LOOK upon the publication of this (1929) catalogue as another important progressive step in our industry, that of Gladiolus growing, now actively participated in by two generations of one family, covering a period of over 40 years.

Our president and founder of the firm is probably one of the oldest and best known growers in the country.

Five years ago we introduced our celebrated *Joerg's White*, *Joerg's Yellow Prim*; *Joerg's White Prim*, and several others that are now known as remarkable achievements of scientific hybridizing, winning highest honors at leading shows. During the intervening period we have been diligently watching the results of our work of later years, and are glad to be able to offer several new seedlings, in limited quantity this year.

We believe that those who have grown and ascertained the sterling qualities of our former Novelties, will find equal pleasure and satisfaction in trying out some of our 1929 offerings.

### *Our Standard Varieties of Gladioli*

comprise practically all the better varieties in commerce. Long Island has for years been the chief growing center for the best Gladioli in New York market. Its soil and climate are especially suitable to vigorous growth, and the production of those thick, high-crowned bulbs so much wanted by all lovers of Gladioli.

In addition to the large stocks of Gladioli, we have very representative stocks of Dahlias, Paeonies, Delphiniums and Lilies, and many other rare species of flowering bulbs and plants.

Our catalog will bear careful study, and we are sure some of our friends will find many delightful flowers described, not usually found in commerce.

We solicit your business, with the full confidence of being able to serve you in a manner thoroughly pleasing to you and provide you with bulbs that for health and vigor are unsurpassed by any others in the country.

GEORGE J. JOERG, INC.

\*LEONARD JOERG, *President*

WM. E. JOERG, *Secretary*

JOHN JOERG, *Vice-President*

LEONARD C. JOERG, *Manager*

GEORGE J. JOERG, *Treasurer*

\*Growing Gladioli since 1880.

## Joerg's 1929 Novelties in Gladioli

**BLOODSTONE (No. 905).** This is a gem, an entirely new break in the Primulinus type. Three upper petals are light crimson-purple with a light middle vein. The lower petals are cream, tipped on the outer third with "purple," the contrast of these two shades making a flower of exceptional beauty. Has the typical thin wiry stem and flower arrangement of the Primulinus type.

Each 50c; doz. \$5.00

**FAIR GIRL (No. 800).** A delicate shade of blush pink, toning to almost pure white with lavender veins. Lower petals are mottled and veined with purple. Sturdy constitution with flowers all facing one way.

Each 50c; doz. \$5.00

**FIREGLOW (No. 801).** A flower of beautifully rounded petals moulded into beautiful outline. Petals are bright rose at margins delicately blending to blush, thence to pure white in the throat. Lower petals show a scarlet disc in the throat with a distinct yellow band across the center. Stiff sturdy spike. Very odd and fascinating.

Each 50c; doz. \$5.00

**FURNACE (No. 940).** A beautiful salmon-orange Seedling of Concolor with a crimson scarlet throat, mottled with orange-yellow. The brilliancy of the contrast of these shades is remarkable and quite distinct as a new color. Very long stiff spike; fine cut flowers.

Each 50c; doz. \$5.00

**HYDE PARK SUNSET (No. 947).** One of the most brilliant Gladioli we have ever seen. It is clear dazzling orange-scarlet, mottled with deep scarlet and orange in the throat. Where bright color is wanted, nothing can equal this for a border or cut flower. Flowers are well placed in a long open spike which makes it a most desirable one for indoor decoration.

Each 50c; doz. \$5.00

**DELIGHTED (No. 726).** One of our most promising introductions for 1929. Flowers are creamy white later turning to pure white, with a most fascinating tint of fawn yellow in the throat, veined crimson, blue anthers. Petals have a tough leathery texture. Flowers all facing one way in a huge sturdy spike. A splendid exhibition variety. (See illustration on front cover.)

Each \$1.00; doz. \$10.00

**DEAREST (No. 936).** Ruffled. A glorious flower of the most delicate tints. The ground color is a flesh pink blending through salmon to a rich pink at the tips, mottled and striped with crimson. The throat is yellowish and striped violet. Petals broad and overlapping, beautifully crimped and crinkled. Flowers large and open, evenly spaced, all facing one way. vigorous growth. A vase of these flowers makes a picture of superb beauty.

Each \$1.00; doz. \$10.00



Joerg's New Ruffled Gladiolus  
"DEAREST"

## JOERG'S 1929 NOVELTIES—Continued

**NOBLESSE** (No. 69). A milky white bloom, showing the faintest suspicion of blush; in the young state, it may be called a blush pink. Flowers are large and borne in a huge spike, all seem to open simultaneously which is a distinct advantage in Gladioli. Petals have a delicate shell-like texture. A superb variety for garden or for cutting.

Each 50c; doz. \$5.00

**SUNSPOT** (No. 57). A flower of gorgeous brilliancy, showing a lovely blend of brilliant scarlet, and salmon in the throat. A violet vein runs down the center of the lower petals. Flowers evenly and thickly placed to form a huge compact spike. Very vigorous constitution, and splendid cut flower variety.

Each 50c; doz. \$5.00

**WHITE HALLEY**. Has all the characteristics of the well-known favorite, but the flowers are almost pure white, showing the pinkish blush shade on the outer third of the petals. A flower of very delicate coloring but a strong and prolific bloomer; will eventually become a prominent commercial variety for cutting.

Each 50c; doz. \$5.00

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## "JOERG'S YELLOW PRIM"

(Rated Ex. 93, Com. 94, by Chas. E. Gersdorff, Washington, D. C.)

A new and distinct **Primulinus**. A marked improvement on the best of the yellow types. Plant throws up a flower spike 5 feet high, carrying 12 to 18 large pure yellow flowers, with just one faint crimson mid-rib on the lower petal.

The flowers are extremely large, wide-open, without that "hooded" appearance of the old **Primulinus** types. With the ever-increasing popularity of this highly decorative class, we believe "**Yellow Prim.**" will be accepted as a remarkable meritorious improvement to the class.

Price, Each 60c; doz. \$6.00

HARRISBURG, PA.  
September 9th, 1927

Dear Mr. Joerg:

"I have been looking this morning with new enjoyment at a great spike of Joerg's White Gladiolus. It seems just about the ultimate perfection in a white "glad." Its quality of holding its lower flowers until almost the whole spike is open gives it a dignity and impressiveness that I have not seen equalled."

Yours truly,  
(Signed) J. Horace McFarland.

(See next page)

JOERG'S YELLOW PRIM.

*The Greatest of All White Gladioli*

**"JOERG'S WHITE"**

Awards from New York Horticultural Society

FIRST PRIZE 1922

FIRST PRIZE 1923

FIRST PRIZE 1924

American Gladiolus Society

A. G. S. TROPHY, NEW YORK 1924

Rated Exhibition 95.5; Commercial 92.4.

**The Spike.** Ordinary spikes, cut in the field without any special culture or attention, measure on an average of 18 to 20 inches from the base of the lower flower to the tip. The flowers are arranged in such perfect formation, all facing one way, as to lead one to believe they were artificially placed there by man,

but nature has done her work far more perfectly than the most expert florist could arrange them. The spike reproduced on this page was cut with 8 others in the field on August 25th, after practically 6 weeks' drought, and no irrigation of any kind had been given the plot. Six perfect flowers with two bursting buds are seen on an 18 inch spike.

**The Flower.** The lower flower on this spike measured  $5\frac{1}{2}$  inches across. It is of the purest glistening snow-white. Five petals in each flower show no other color whatsoever. The lower petal shades to a creamy yellow in the throat, with light crimson veining.

*(Professional Gardeners on some of the leading private estates, who have grown this under skilled cultivation, in rich soil have produced blooms 7 inches across in huge spikes. It has far surpassed their greatest anticipation.)*

As a garden plant its noble spikes, erect and vigorous, make a wonderful showing, and as a cut flower it is ideal in vases, the perfect formation of the spike making it an easy and very effective one to arrange. Blooms sold on New York market (when a glut of Gladioli prevailed) brought five times the price of the best of all other commercial varieties. For exhibition purposes, it is a sure winner.

**PRICES FOR 1929**

	Each	Dozen
No. 1 (2" and up)	\$0.60	\$6.00
No. 2	.50	5.00
No. 5	.25	2.50
No. 6	.20	2.00

Bulblets \$6.00 per 100.

*Mr. G. C. Biddle, a noted Canadian Gladiolus fancier, writes:—*

*"You will recall my ordering your 'Joerg's White.' The one bulb developed two huge spikes, three weeks apart. Out of 25 white varieties I tested, 'Joerg's White' surpassed them all."*



"JOERG'S WHITE"

"BEST ON EARTH" GLADIOLI

## Joerg's "Famous Five"

### "JOERG'S WHITE PRIM."

(Rated Ex. 95; Com. 96, by Chas. E. Gersdorff, Washington, D. C.)

An entirely new break in this beautiful and extremely popular class. It is the only pure White Primulinus in existence. A few blooms exhibited at New York Gladiolus Show easily carried off highest award and received special mention both from the Gladiolus Association and New York Horticultural Society as a distinct and highly meritorious novelty.

The plant inherits the typical light graceful spike of the Primulinus family, while the flowers, of perfect Primulinus form, are of the purest snow-white. The lower petals are pale yellow down in the throat, with the faintest rose veinings. We predict a great future for this lovely Gladiolus, at present for the Exhibition table and private garden, but later it is bound to become a great commercial flower on account of its earliness and the fact that all Primulinus can be bloomed earlier under glass than the large flowered types. Price, Each \$1.25; Dozen \$12.50

### "GEORGE J. JOERG"

(Rated Ex. 89.9; Com. 89.7, by Chas. E. Gersdorff, Washington, D. C.)

We have seen no flower in the pink Gladioli that approaches this sterling novelty in form, size and color, and the New York Horticultural Society are evidently of the same opinion, for it immediately won their hearts and a medal at their Gladiolus Show August 22-23, 1924. It is a brilliant flower, the bud being at first intense carmine-scarlet, toning out as it develops into a beautiful rich salmon-pink. Each petal has a distinctly blanched central rib, the lower petal shows a perfect triangular tongue of creamy yellow, the apex to the front, the base passing abruptly to a rich fiery scarlet zone with a central deep crimson-maroon blotch.

Price, Each \$1.25; Dozen \$12.50

### "JOERG'S FAVORITE"

(Rated. Exhibition, 87.1.)

A most uncommonly handsome seedling, particularly for those who adore brilliant art colorings. The ground color is a pale cream, feathered and splashed with bright crimson veins and blotches, a remarkable blend when contrasted with the bright orange throat. The flowers are perfectly formed, slightly crinkled and all face one way in a compact spike. It is a plant of extremely vigorous constitution, the flower spikes practically needing no artificial support. Price, Each 60c; Doz. \$6.00

### "JOERG'S PRIMULINUS, PHANTASY"

(Rated Ex. 94, Com. 96, by Chas. E. Gersdorff,  
Washington, D. C.)

A very attractive color, distinct from all other Primulinus. A clear salmon with coral margin, buds are brilliant orange-scarlet. Two lower petals are pale primrose-yellow, edged pink, with crimson-veined throat. The upper petal folds back, thus forming a very open flower. Extremely early cut-flower variety. This variety is one of the most productive Glads in commerce, averaging 3 to 5 blooms per bulb in the field, and 187% when forced under glass.

Price, Each 25c; doz. \$2.50

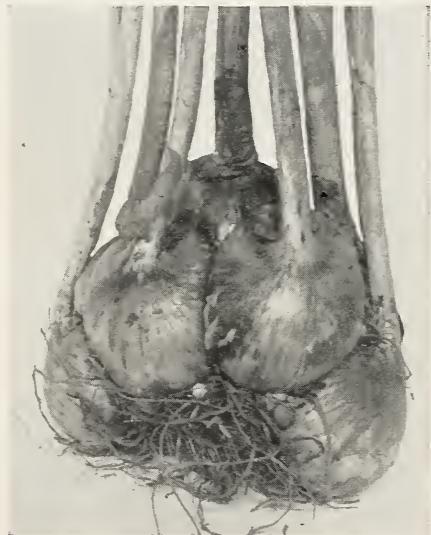
### "JOERG'S ARLENE"

A most uncommon color in Gladioli and bound to be pleasing to the ladies. The ground is a uniform pale rose-pink shading in the throat to a pale flesh-pink, with deep crimson base.

The lower petals are marked on the inner two-thirds with a bright, velvety, crimson-scarlet zone, which extends clear across the petal in a semi-circular form and extends way down into the throat. The petals are round and overlap to form a full flower of beautiful outline. This variety carries our highest recommendation as a splendid novelty for exhibition or for the garden. Price, Each 60c; Dozen \$6.00

### SPECIAL OFFER

One bulb of each of all the foregoing varieties listed on pages 2, 3, 4 and 5, sixteen altogether (including all the 1929 novelties). (Bought separately would cost \$10.55.) Price, \$8.50



### "SEVEN FOR ONE"

Remarkable photograph showing 7 shoots from 1 bulb of our splendid "Primulinus" PHANTASY.

# Standard Named Gladioli

<b>America.</b> Beautiful lavender-pink.	Each 10c; doz. \$1.00; 100 \$4.50
<b>Alice Tiplady</b> (Primulinus). Bright orange, large open flowers, graceful stems; splendid decorative cut flower.	Each 15c; doz. \$1.50; 100 \$7.00
<b>American Beauty.</b> Rosy red with creamy throat.	Each 25c; doz. \$2.50
<b>Anna Eberius.</b> Deep velvety-purple with deeper throat; splendid spike.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Albatross.</b> Large white.	Each \$3.50
<b>Attraction.</b> Rosy crimson with white throat; well formed spike.	Each 10c; doz. \$1.00; 100 \$4.00
<b>Arizona Rose.</b> Clear rose-pink; large flower and spike.	Each 10c; doz. \$1.00; 100 \$6.00
<b>Autumn Queen.</b> Almost a white, with scarlet blotch on lower petal.	Each 10c; doz. \$1.00; 100 \$4.00
<b>Baron J. Hulot.</b> Dark violet-blue; one of the best of this shade.	Each 10c; doz. \$1.00; 100 \$8.00
<b>Ben Lomond.</b> Clear yellow, lower petals golden olive, with garnet stripe.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Beatrice</b> (New). Cream, veined pink; very large.	Each 25c; 3 for 65c
<b>Bertrex.</b> Pure white with lavender hue in throat.	Each 10c; doz. \$1.00; 100 \$4.00
<b>Blue Jay.</b> A very fine lavender-blue with milky-white-throat; a great favorite.	Each 20c; doz. \$2.00; 100 \$9.00
<b>Break o'Day.</b> Soft La France pink; yellow throat.	Each 20c; doz. \$2.00
<b>Brenchleyensis.</b> Brilliant scarlet, tall, well formed spike; splendid for cutting.	Each .06; doz. 60c; 100 \$4.00
<b>Catharina.</b> An early flower of a beautiful lavender shade with heliotrope blotch.	Each 20c; doz. \$2.00
<b>Canari.</b> Fine yellow Primulinus.	Each 10c; doz. \$2.00
<b>Canary Bird.</b> Clear yellow, dwarf habit; compact spike.	Each 15c; doz. \$1.50
<b>Carmen Sylva.</b> Tall, graceful, well-arranged spike of white flowers, slightly veined violet.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Chicago White.</b> A well known market variety; good under glass.	Each 10c; doz. \$1.00; 100, \$6.00
<b>Conspicuous</b> (New). Very fine light blue with dark blotches, yellow center, strong growing, vigorous. It makes numerous large bulblets which often bloom the first season. A beautiful variety.	Each 20c; doz. \$1.75; 100 \$12.00
<b>Contrast.</b> Bright crimson-scarlet, flamed white; fine spike.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Cruentus Superba.</b> Very large red; tall spike.	Each 50c; doz. \$5.00
<b>Crystal White.</b> Clear white; early flower, not very large.	Each 10c; doz. \$1.00; 100 \$8.00
<b>Crimson Glow.</b> Rich crimson; large open flower and good spike.	Each 15c; doz. \$1.50
<b>Columbia.</b> Orange-scarlet, feathered crimson.	Each .06; doz. 60c; 100 \$4.00
<b>Diana.</b> A beautiful flower of rich crimson; perfect shape and large spike.	Each 20c; doz. \$2.00
<b>Dorothy McKibbin.</b> A ruffled type; rich pink, mottled rose.	Each 10c; doz. \$1.00; 100 \$8.00
<b>Dr. F. E. Bennett.</b> Flame scarlet over peach red; large.	Each 20c; doz. \$2.00
<b>Duchess of York.</b> The best blue Gladiolus, the flowers are large, of the finest form and well placed on the spike.	Each 30c; doz. \$3.00; 100 \$20.00
<b>Early Sunrise.</b> This is one of the very earliest of the large flowering Gladiolus. It makes a large, heavy spike and the flowers have brought the highest prices. The color is flame red overlaid with a silver sheen.	Each 15c; doz. \$1.50; 100 \$10.00
<b>Empress of India.</b> Deep crimson-maroon; one of the darkest of all "Glads."	Each 15c; doz. \$1.50
<b>E. J. Shaylor.</b> Rose pink, intensified at outer edges of petals, which are prettily ruffled.	Each 15c; doz. \$1.50
<b>Evelyn Kirtland.</b> Rich rosy-pink, tipped red, with lighter shade in throat; lower petals blotched with crimson.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Fascinator.</b> Salmon-pink, tinted carmine with paler throat.	Each 15c; doz. \$1.50; 100 \$7.00
<b>Fire King.</b> Rich fiery scarlet; very effective cut flower.	Each 10c; doz. \$1.00; 100 \$6.00
<b>Flora.</b> Clear canary-yellow; large wide-open flowers.	Each 15c; doz. \$1.50
<b>Gloriana.</b> Golden salmon, with yellow throat; very rich.	Each \$1.00; doz. \$10.00
<b>Giant White.</b> A good white, but only a "pigmy" compared to "Joerg's White."	Each 15c; doz. \$1.50

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"BEST ON EARTH" GLADIOLI

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GLADIOLI—Continued

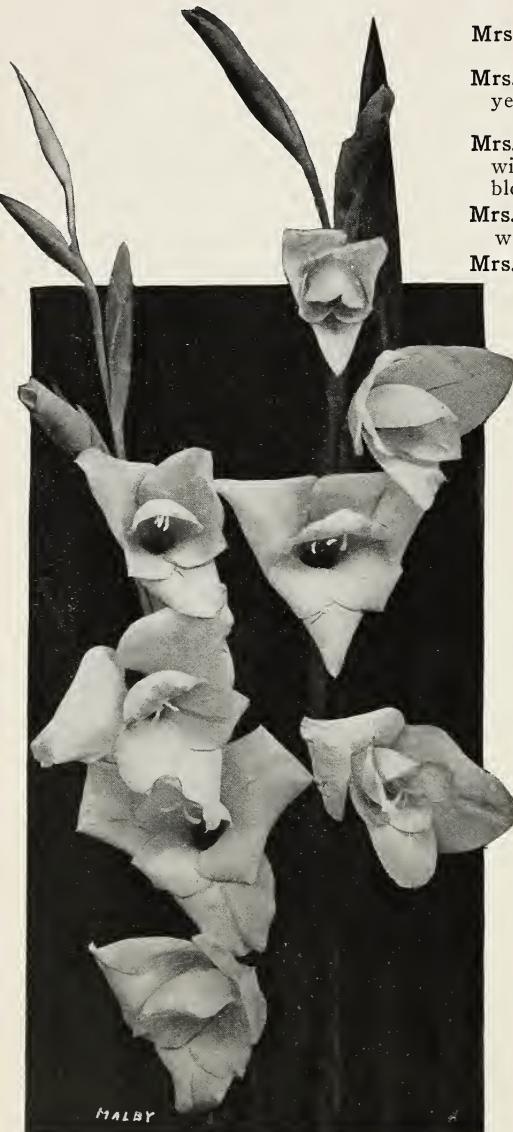
Golden West.	Rich orange with lavender and white margins.	Each 10c; doz. \$1.00; 100 \$6.00
Golden King.	Clear yellow with crimson blotch in the throat.	Each 10c; doz. \$1.00; 100 \$6.00
Golden Dream.	Clear deep golden yellow. Each \$1.00	
Golden Gate.	Golden-orange, throat feathered red.	Each 10c; doz. \$1.00; 100 \$6.00
Golden Measure.	One of the best in the yellow class; large flowers of rich golden-yellow.	Each 20c; doz. \$2.00
Gold.	Rich yellow, with deep golden throat; faintly streaked; flowers are large on a well-formed spike.	Each 20c; doz. \$2.00
Gretchen Zang.	Tall spike of geranium-pink, with carmine stripes in throat.	Each 15c; doz. \$1.50; 100 \$7.00
Halley.	Lovely salmon-pink. Early, good under glass.	Each .08; doz. 80c; 100 \$4.00
Helen Phipps.	Very early, deeper in color than its parent, W. H. Phipps.	Each \$3.00
Herada.	A much fancied shade of deep lilac-mauve.	Each 15c; doz. \$1.50; 100 \$7.00
Harbinger (New).	Grenadin red, blended orange and salmon.	Each \$3.00
Ida Van.	Bright red shading to carmine-pink.	Each .08; doz. 80c; 100 \$4.00
I. S. Hendrickson.	White, flamed bright pink.	Each 15c; doz. \$1.50; 100 \$7.00
Jewel (Primulinus).	A fine salmon-pink with golden-yellow throat.	Each 25c; doz. \$2.50
"Joerg's White."	(See page 2.)	
June.	White ground, flamed and splashed with pink.	Each 15c; doz. \$1.50; 100 \$7.00
Karl Volkert.	An improved "Prince of Wales" and earlier than "Halley."	Each 35c; doz. \$3.50
La Couronne.	A very striking flower of beautiful creamy-white, edged creamy-yellow, lower petals blotted dark maroon.	Each 25c; doz. \$2.50
Le Marechal Foch.	Apple-blossom pink with carmine center; huge flowers well placed on spike; early.	Each 10c; doz. \$1.00
Los Angeles.	Shrimp pink with carmine throat.	Each 35c; doz. \$3.50
Loveliness.	Pale cream suffused with apricot.	Each 15c; doz. \$1.50
Louise.	A magnificent new lavender. Very large wide open flowers with dark wine penciling on lower petals.	Each 15c; doz. \$1.25; 100 \$8.00
Marc Michelini.	Delicate pale lilac, the tip of each petal rich violet, terminating in a yellow line. Lemoine type, very odd.	Each 25c; doz. \$2.50
Marshal Foch. (K.)	Salmon-pink with salmon-scarlet margins; huge flowers on good spike.	Each 25c; doz. \$2.50
Mary Fennell.	Tall, light-lavender with primrose throat; splendid and attractive cut flower.	Each 15c; doz. \$1.50
Maiden's Blush (Primulinus).	A free-flowering and exceedingly early variety of exquisite blush-pink. Best of all under glass.	Each 15c; doz. \$1.50; 100 \$7.00
Mephisto.	Bright orange-scarlet; a brilliant and uncommonly handsome garden variety.	Each 15c; doz. \$1.50
Minuet.	Beautiful clear lavender.	Each \$1.00
Miss Helen Franklin (Ruffled).	A good white with faint lavender markings; flowers well placed on stem.	Each 10c; doz. \$1.00; 100 \$6.00



LA COURONNE

A delightful contrast of color; a flower much in demand by New York's leading florists.

**GLADIOLI—Continued**



Primulinus "SOUVENIR"

**Pink Wonder.** Large, pointed flower of clear pink; good spike. Each 15c; doz. \$1.50

**Polar Star.** A white variety that came from the coast with a great reputation. Our "Joerg's White" surpasses it in every way, size, purity and form. Each 15c; doz. \$1.50

**Primunella.** Cream and peach-pink; lower petals yellow, striped carmine. Each 15c; doz. \$1.50

**Princeps.** Rich carmine-scarlet with white throat and markings. Each 10c; doz. \$1.00; 100 \$7.00

**Mrs. K. Prestgard.** Pure snow white, no other markings. Each 25c; doz. \$2.50

**Mr. Mark.** Clear lavender-blue with violet blotch. Each 15c; doz. \$1.00; 100 \$7.00

**Mrs. Leon Douglas.** Rose-pink veined scarlet. Each 25c; doz. \$2.50

**Mrs. Dr. Norton.** Creamy-white, tipped pink, with pale yellow throat. A very handsome "picotee"-like flower. Each 10c; doz. \$1.00

**Mrs. Frank Pendleton.** A variety of extreme beauty and wide popularity. Color is clear rose with crimson blotches. Each 10c; doz. \$1.00; 100 \$6.00

**Mrs. F. C. Peters.** New. Delicate rosy lilac edged white, with central crimson blotch. Each 25c; doz. \$2.50

**Mrs. Frances King.** Brilliant vermillion-scarlet; tall spike makes it a splendid and effective cut flower. Each 10c; doz. \$1.00; 100 \$6.00

**Mrs. H. E. Bothin.** White, flamed with pink, with deep scarlet throat; ruffled petals. Each 25c; doz. \$2.50

**Mrs. Van Konynenburg.** New Dutch blue variety; very scarce. Each \$2.00

**Mrs. Watt.** Clear wine-red. Each 10c; doz. \$1.00

**Muriel.** Lovely light blue with dark throat. Each 25c; doz. \$2.50

**Mrs. P. W. Sisson.** Brilliant cameo-pink. Each 75c

**Nezinscott.** Bright blood-red, with deep crimson blotch. Each .08; doz. 80c; 100 \$4.00

**Niagara.** Cream and canary-yellow, splashed carmine. Each 10c; doz. \$1.00; 100 \$6.00

**Odin.** Deep salmon pink with carmine blotch. Each 10c; doz. \$1.00

**Opalescent.** Wonderful large spikes of delicate rose lavender. A pure self color with soft lilac lines in throat. Each 25c; doz. \$2.50

**Orange Glory (Ruffled).** Bright orange with paler throat; an exquisite color and splendid spike. Each 10c; doz. \$1.00; 100 \$7.00

**Orange Queen.** Orange yellow, with small red stripe on lower petals, and a color not heretofore existing in Gladiolus. Each 25c; doz. \$2.50

**Panama.** Light rosy-pink; early; good for cutting. Each 10c; doz. \$1.00; 100 \$6.00

**Persia.** Tall spike of deepest maroon. Each 25c; doz. \$2.50

**Peace.** White with lighter throat; tall, vigorous grower. Each 10c; doz. \$1.00; 100 \$6.00

**Pink Beauty.** Rosy-pink with crimson blotches; extremely early. Each .08; doz. 80c; 100 \$6.00

**Pink Perfection.** Delicate apple-blossom pink; large flowers on a graceful, tall, wiry stem. Each 15c; doz. \$1.50; 100 \$7.00

GLADIOLI—Continued

Paul Pfitzer.	Brilliant velvety purple; very large.	Each \$1.00
Pfitzer's Triumph.	Largest and finest gladiolus; flaming salmon with cherry blotch.	Each \$1.25
Prince of Wales.	An early, large-flowered variety of a delightful salmon shade.	
		Each 10c; doz. \$1.00; 100 \$6.00
Prince of India.	Smoky gray, pencilled with slaty blue.	Each 35c; doz. \$3.50
Principeine.	Brilliant carmine with large white triangular blotch.	Each 12c; doz. \$1.20
Princess V. Louise.	Rose pink, salmon throat, tall spike; very fine.	
		Each 10c; doz. \$1.00; 100 \$6.00
Purity.	Large pure white, slightly veined purple.	Each 25c; doz. \$2.50
Purple Glory.	A glorious "Glad."; rich rose deeply suffused with purple, with a velvety-purple throat.	Each 20c; doz. \$2.00
Radiance.	Very fine rosy pink; enormous flowers.	Each 20c; doz. \$2.00
Rose Ash.	Peculiar soft old rose tones fading to ashes of roses on the outer edges of petals. Very unique in color.	Each 20c; doz. \$2.00
Rosella.	Large vigorous spike; flowers are pale rose-pink with white throat.	
		Each 10c; doz. \$1.00; 100 \$7.00
Rose Precose.	Salmon-rose.	Each 20c; doz. \$2.00; 100 \$17.50
Ruby King.	Intense, dark, ruby-red.	Each 15c; doz. \$1.50
Ruffolace.	Very large, purest white; ruffled and fringed (New).	Each \$3.00
Scarlano (Ruffled).	A brilliant and most striking flower of rich orange-red.	
		Each 15c; doz. \$1.50; 100 \$7.00
Scarlet Wonder.	Large crimson scarlet, with yellowish throat.	Each 15c; doz. \$1.50
Scarsdale.	Lavender-pink, shading to old rose; wide open flowers, good spike.	
		Each 10c; doz. \$1.00; 100 \$6.00
Schwaben.	A vigorous spike, with large compact mass of flowers; color clear yellow with crimson throat.	Each 10c; doz. \$1.00; 100 \$6.00
Scribe.	White streaked with crimson.	Each 10c; doz. \$1.00; 100 \$6.00
Seabrook Gem.	Very fine clear pink; splendid for cutting.	Each 10c; doz. \$1.00; 100 \$6.00
Souvenir (Primulinus).	Beautiful, rich canary-yellow; tall, graceful spike.	Each 15c; doz. \$1.50
Sulphur King.	Clear sulphur-yellow; large-flowered.	Each 10c; doz. \$1.00; 100 \$6.00
Scarlet Princeps.	Large spike of massive crimson-scarlet flowers, 5 to 6 open at one time.	
		Each 20c; doz. \$2.00
Twotint.	Pink, shaded white, suffused with yellow.	Each 25c; doz. \$2.50
Velvet King.	Deep velvety-crimson flowers in a well-shaped spike.	
		Each 10c; doz. \$1.00; 100 \$7.00
White Giant.	Pure white, with reflexed petals.	Each 10c; doz. \$1.00; 100 \$6.00
White Glory (Ruffled).	Fine white with pale blue throat; very attractive spike.	
		Each 10c; doz. \$1.00; 100 \$6.00
White Wonder.	Pure white.	Each 15c; doz. \$1.25; 100 \$10.00
Wild Rose.	Deep rosy-pink with crimson stripe.	Each 10c; doz. \$1.00
Winsome.	Blush pink, shaded carmine; large round flowers in a fine spike.	Each 15c; doz. \$1.50
Wilbrink.	Pale rosy-pink; very early.	Each .08; doz. 80c; 100 \$6.00

GLADIOLUS MIXTURES

These mixtures are composed of very choice varieties, and are splendid value for "filling in," in mixed borders and beds. They are splendid for cutting, and should be planted in quantity, especially for indoor use.

WHITE & LIGHT SHADES.	Doz. \$1.00; 100 \$6.00	RED AND SCARLET.      Doz. \$1.00; 100 \$6.00
PINK SHADES.	Doz. \$1.00; 100 \$6.00	JOERG'S SEEDLINGS.      Doz. \$1.20; 100 \$7.00
YELLOW SHADES.	Doz. \$1.20; 100 \$7.00	PRIMULINUS HYBRIDS.      Doz. 60c; 100 \$4.50
		POPULAR MIXTURE.      Doz. 60c; 100 \$4.50

"Surprise" Gladiolus Mixture

This collection is offered to those who desire to plant liberally for cut flowers. 100 bulbs, all sure bloomers (1½ in. and up) in a choice and varied assortment, prepaid anywhere in the U. S., for (Cash, Check or M. O.) . . . . . \$3

(Or 30 bulbs for small gardens, \$1.00)

# Joerg's Special Gladiolus Collections

## "EXHIBITION COLLECTIONS"

All these varieties are chosen for their sturdy constitution, large perfect flowers, finest colors and huge spike.

- (A) Our Selection, 12 Varieties, 6 of Each, **\$10.00**
- (B) Our Selection, 12 Varieties, 3 of Each, **5.50**
- (C) Our Selection, 6 Varieties, 6 of Each, **6.00**
- (D) Our Selection, 6 Varieties, 3 of Each, **3.50**

(With each of above collections A, B or C we will include one bulb of "Joerg's White," free.)

## "CUT FLOWER COLLECTIONS"

*All the following are especially chosen for their graceful decorative qualities.*

- (E) 250 Bulbs, Named Sorts in 10 Named Varieties, 25 of Each, **\$15.00**
- (F) 150 Bulbs, Named Sorts in 10 Named Varieties, 15 of Each, **10.00**
- (G) 72 Bulbs, Named Sorts in 6 Named Varieties, 12 of Each, **5.00**

(With each of the above collections E, F or G we will include one bulb of "Joerg's Yellow Prim." free)



LILIUM MYRIOPHYLLUM  
"The Regal Lily"

in a loam that is extremely suitable to most native varieties and many foreign types, we have been very successful in producing the finest bulbs. Many leading jobbers and dealers in these bulbs have for years been obliged to fall back on us for their bulbs, when other usually reliable sources reported crop failures. Others have, year in and year out, purchased Joerg's Bulbs.

## Hardy Lilies

LILIES are becoming more popular every day; people are realizing their splendid qualities for all purposes both in formal beds and in the hardy plant border.

Gladioli make wonderful companions to Lilies, particularly with Speciosum types, Henryii, "The Regal Lily" (Myriophyllum), Tigrinum—in fact, all Lilies that bloom during the Gladiolus season are suitable for planting with a harmonizing shade, that can be selected from the vast color range of the Gladiolus.

Lilies are very desirable for use in the herbaceous or old-fashioned border, and many revel in the shade of the foliage of plants adjacent to them, which encourages the development of the "stem roots" certain varieties develop.

Most Lilies are very easily grown, are perfectly hardy and a few bulbs planted in little nooks throughout the border, in a few years become large colonies, throwing up graceful stems that add untold brilliancy and beauty to the entire garden.

We have been growing Lily bulbs for almost half a century and by careful culture

## HARDY LILIES

**CANADENSE.** June-July, 3 ft. A very beautiful and inexpensive lily for massed plantings. Flowers vary from orange-red to yellow and are thickly spotted. **Each 15c; doz. \$1.50**

**ELEGANS Robustum** (*Marmoratum Aureum*). 1½ ft., July. Clear apricot, spotted purple; broad, wide open flowers. **Each 15c; doz. \$1.50**

**Leonard Joerg.** Rich apricot with dark wine-red spots. **Each 30c; doz. \$3.00**

**Bicolor.** Orange with scarlet margin; lightly spotted. **Each 50c; doz. \$5.00**

**HANSONII.** June, 3 ft. The yellow Japanese Martagon Lily. Flowers are golden-yellow, heavily spotted crimson-maroon. **Each 75c; doz. \$7.50**

**HENRYI.** Aug.-Sept., 6-8 ft. Huge flower stems bearing large branching heads of pale orange-yellow flowers; requires deep planting. **Each 80c; doz. \$8.00**

**MYRIOPHYLLUM (Regale).** The "Regal Lily." One of the handsomest and most fragrant of all lilies. Flowers are trumpet-shaped, ivory white and cream inside, with broad reddish band on outside. **Each \$1.00; doz. \$10.00**

**SPECIOSUM Melpomene.** A fine example of the lance-leaved lilies. Very hardy, therefore splendid for permanent groups. Color rich carmine, with crimson spots. **Each 50c; doz. \$5.00**

**SUPERBUM.** July-Aug., 5-6 ft. Large heads of bright orange-crimson flowers with reflexed petals; heavily spotted. **Each 30c; doz. \$3.00**

**TENUIFOLIUM.** June, 1½ ft. Graceful slender stems with bright scarlet "Turk's Cap" flowers. **Each 30c; doz. \$3.00**

**Golden Gleam.** Flowers similar in form to the preceding, but of a rich apricot color. **Each 80c; doz. \$8.00**

**TIGRINUM (Tiger Lily).** The well-known orange lily, frequently seen in hardy borders; in bloom in August. **Each 25c; doz. \$2.50**

**Flore Pleno** (Double Tiger Lily). The double-flowered form of the preceding; very handsome and hardy. **Each 30c; doz. \$3.00**

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### Complimentary Comments on "Joerg's Glads."

"*JOERG'S WHITE* and *JOERG'S WHITE PRIM.*, raised by George J. Joerg, New Hyde Park, N. Y., both won highest honors at the A. G. S. show, New York. Both are wonderful flowers. 'Woolgatherer,' who grew and photographed these flowers, says they are the best in their class; truly white, the large sort having flowers 6 inches across and of great substance."—FLORISTS' EXCHANGE.

"At the New York Show the American Gladiolus Society trophy offered for six white was a snip for George J. Joerg, New Hyde Park, L. I. His new *JOERG'S WHITE* was in very good shape, but we have seen it much larger. Dry weather has been a drawback to Long Island growers this season."—FLORISTS' EXCHANGE.



LILUM TIGRINUM

## Hardy Herbaceous Paeonies

Paeonies grow best in light rich loam, but any good garden soil will produce good results. They can be safely transplanted in early Spring, also in September and October. The ground should be well prepared, and while well rotted manure is beneficial to them, it should in no case be applied directly to the roots. A good mulching will help them materially. The roots should be set so that the eyes are from two

to three inches beneath the surface of the soil. Deep planting is the most frequent cause of blind plants. They never produce the best flowers until the second year after planting and should be left undisturbed for a few years. It is therefore advisable to plant them two and one-half to three feet apart. Paeonies are practically immune from diseases and if strong healthy plants are procured, there is little to fear.

**Albert Crousse.** Large, well-formed flowers of soft shell-pink with faint salmon tints. Stems tall and strong and a vigorous grower. Very fine as a cut flower. Late. **Each 75c**

**Alsace Lorraine.** Pointed white petals, suffused with a golden light, make this a charming variety. Tall and vigorous grower. Late. **Each \$3.50**

**Asa Gray.** Unique flowers of milk-white thickly sprinkled with minute carmine dots, so that the total effect is delicate pink. Midseason. **Each \$1.00**

**Avalanche.** A very fine ivory-white bloom of convex form, center oftentimes splashed with carmine. Excellent as a cut flower. Late midseason. **Each \$1.25**

**Baroness Schroeder.** Rose type; late. White with shadings of flesh. This is one of the finest paeonies. Its immense flowers are of great substance with high chalice-shaped center. **Each \$1.25**

**Couronne d'Or.** Large, full flower of pure white with a circle of golden stamens. A very beautiful variety and valuable as a cut flower. Late. **Each 50c**

**Edulis Superba.** Deep rose pink with an occasional crimson marking. Guard petals wider than those in the center. Very early. **Each 50c**

**Festiva Maxima.** Probably the most widely known of any Paeony. Exceptionally large ivory-white flowers of rather feathery appearance, with a fleck of crimson in the center. Midseason. **Each 60c**

**Fragrans.** Bomb type, dark pink. Strong, vigorous, free bloomer. Good keeper; very fragrant. **Each 50c**



FESTIVA MAXIMA

**Officinalis Rubra Plena.** This is the old-fashioned red, the most brilliant of all red paeonies; early and splendid cut-flower. **Each 75c**

**Officinalis Rosea Plena.** Large double rose-pink flowers.

**Each \$1.25**

### PAEONIES—Continued

Philomele.	Medium sized flowers of bright rose, guard petals and center and collar of deep creamy yellow. Midseason to late.	Each 75c
Reine Hortense.	Large compact flower with broad rounded petals of soft flesh-color, center showing some crimson splashes.	Each \$2.00
Solange.	Extra large flowers with broad rounded petals, waxy white, suffused with a reddish golden light. One of the very finest. Late midseason.	Each \$2.50
Stephanie.	Semi-double type; midseason. Delicate blush guards shading to white. Extra fine.	Each \$2.00
Therese.	Enormous flowers produced in great quantities on long stems. Color a delicate satiny pink.	Each \$2.50

## Japanese Iris

(*Iris Kaempferi*)

This section of the Iris family embraces wonderful colorings, vivid yet harmonious; all the colors of the rainbow seem to have been gathered together in them in the most fascinating combinations. The great size of the flowers is noteworthy, it being not at all unusual to have blooms 6 to 8 inches across, while there are plenty of instances on record where these marvelous flowers have reached the enormous size of 12 inches across.

A good, well-drained soil will encourage sturdy growth and amazing blooms if they are given plenty of water during the dry season. They come into bloom in July.

(Any orders received too late for Spring delivery will be shipped in the Fall)

Price—Any of the following, except where noted—Each 35c; doz. \$3.50

**Gold Bound.** Large; pure white, yellow center; six petals.

**Helen von Seibold.** Reddish violet, veined white, three petals.

**Mahogany.** Deep velvety, mahogany-red; six petals.

**Malmaison.** Very large blooms, violet blue with a pale blush-pink base.

Each \$1.00; doz. \$10.00

**Oriole.** Large double flowers of a rich plum-red, shading to deep purple.

**Pyramid.** Light blue; center of petals veined white; six petals.

**Templeton.** Double light blue flowers, mottled rose and white.

**Toledo.** Large, single white blooms with rosy-pink base.

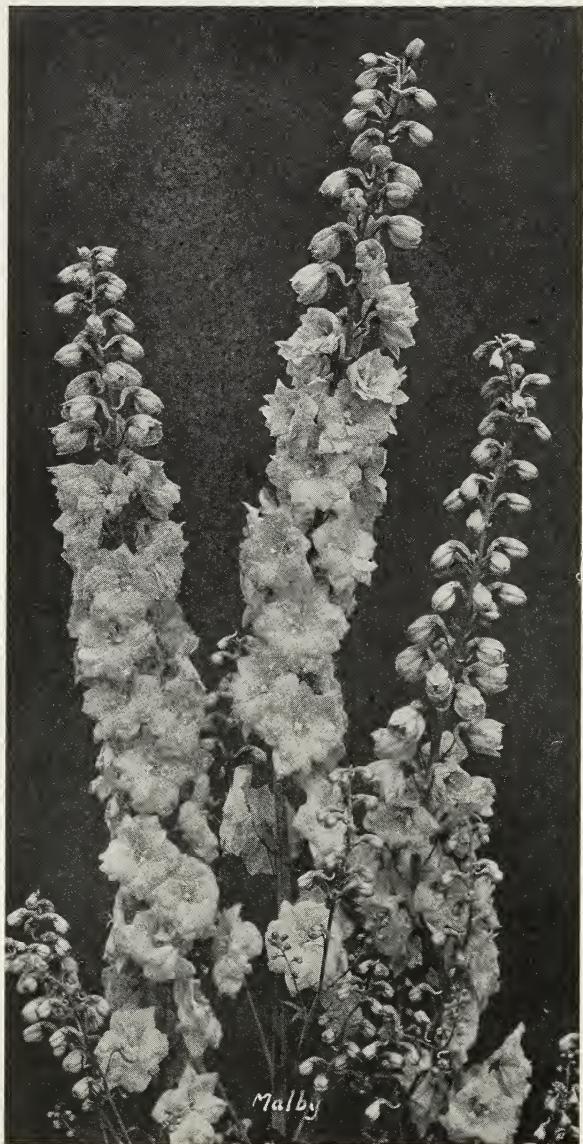
**Victor.** White, veined violet-blue, purple center; six petals.

Each 50c



JAPANESE IRISES

# GLORIOUS DELPHINIUMS



*The Delphinium or Hardy Larkspur comes in tones from indigo blue to delicate mauve and lavender.*

## (Hardy Larkspur)

Beautiful hardy plants, grown in borders for their stately habit and the handsome spikes of flowers, gorgeous in coloring. Excellent for cutting, and a mass planting is a feature of your garden to be proud of at blooming-time—from June till late Fall.

For their successful cultivation, a rich, well-dug soil is necessary, and when planted in groups along the back portion of a border, they produce a splendid effect.

**Joergs Hybrids.** Our hybrid Delphiniums are from an extra select English strain of seed, and comprise every known shade in this grand flower.

Price—Each 30c; doz. \$3.00;  
100 \$20.00.

## DELPHINIUM, “The Wrexham Strain”

This strain is without doubt the greatest advance yet made toward “Delphinium Perfection,” the result of years of scientific hybridizing by that famous Englishman, Mr. Watkin Samuel. The flower spikes are extremely large, holding the huge flowers on the lower part, in almost perfect form, until the spike has developed and opened to the tip. The blooms are extremely large, the spike being somewhat pyramidal in shape. (This feature, however, is not always constant in the type.) The colors cover the complete range known to delphiniums, from the faintest mauves and lavenders to the most deep and sombre blues, purples and violets. Some of them have two distinct and charmingly blended shades in the same flower—one of the many characteristic improvements that have won for the “Wrexham Strain” gold medals and other special awards at leading English shows.

Price—Each \$1.00; doz. \$10.00;  
Seed, per pkt. (25 seeds), 25c

## DIELYTRA SPECTABILIS (Bleeding Heart)

A favorite border plant because of the quaintness, and delightful shade of its flowers. It grows into pendulous sprays, from which hang, heart-shaped, rosy pink flowers from April to June. Foliage is also very handsome. Used as a border plant, and often lifted in the Fall and potted, to force in gentle heat under glass for early Spring bloom.

Each 75c; doz. \$7.50

## CHRYSANTHEMUMS—Hardy Varieties

Hardy Chrysanthemums are undoubtedly one of the best of border plants, coming in with a grand display of color and cut flowers when other plants are on the wane. In our estimation one cannot plant too many. From September until frost one can literally gather armfuls from a seemingly inexhaustible supply.

**Lillian Doty.** Abundant small double flowers, of a delightful shade of pink shading to flesh-pink.

**White Doty.** Pure white double flowers.

**Yellow Doty.** Rich golden yellow; profuse bloomer.

**PRICES**—Any of the above, each 30c; doz. \$3.00

**SPECIAL**—One plant of each color (3) for \$0.75.

## Daphne (Garland Flower)

Handsome dwarf sub-shrubs or herbaceous plants, mostly evergreen, excellently suited for planting near the front of shrubberies, rockeries, etc., with odorous pink flowers and handsome foliage.

**Cneorum.** Long procumbent branches, and bright, pink, sweetly-scented blossoms; evergreen foliage. Blooms in April and again in September. 1 ft. Strong field-grown, each \$1.00

## Euphorbia (Milkwort)

**Corollata** (Flowering Spurge). Showy and useful native plant growing about 18 in. high, and bearing from June till August umbels of pure white flowers with a small green eye. **Each 25c; doz. \$2.50**

## Funkia (Day Lily)

Very attractive plants with broad overlapping leaves of various markings; very ornamental, surmounted by dainty lily-like flowers in terminal racemes. Effective in front of shrubbery, under trees, or any shady position where they thrive best.

**Subcordata Grandiflora Alba.** Very large pure white lily-shaped fragrant flowers in August and September. **Each 40c; doz. \$4.00**

**Variegata.** Variegated foliage; blue flowers. Beautiful edging plant. **Each 25c; doz. \$2.50**

## Hemerocallis (Yellow Day Lily)

The Day Lilies are magnificent hardy plants and are undoubtedly among the finest for ordinary garden culture, as they will grow anywhere in either partial shade or full sun. The flowers are produced in spikes of from six to a dozen blooms, opening in succession, and are very useful when cut for indoor decoration. Good for borders, shrubberies, wild garden or naturalizing in grass.

**Thunbergii.** Flowers lemon-yellow, very fragrant. One of the most desirable species.

**Each 40c; doz. \$4.00**



HEMEROCALLIS (Day Lily)

### Spiraea (Astilbe)

We have a fine collection of these hardy hybrid Astilbes that will thrive in any good rich soil if given plenty of water during the growing season. Flowers in showy panicles, freely produced. June, July.

Roots may be lifted in the Autumn and potted up, to provide early Spring flowers for Greenhouse and Conservatory.

**PRICE**--Any of the following (except where otherwise priced) large field-grown clumps,  
Each 75c; doz. \$7.50

**America.** Charming lilac-rose flowers which do not fade, abundant foliage.

**Amethyst.** Erect, branched, deep violet purple.  
Each \$1.00; doz. \$10.00

**Amy Cuperius.** Huge drooping flower spikes of white flowers with pink center.  
Each \$1.00; doz. \$10.00

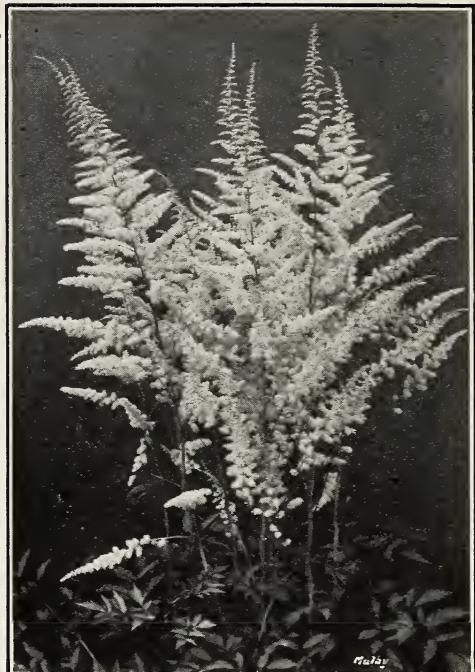
**Gladstone.** Fine spike of pure white.

**Granat.** Crimson flowers in strong spikes.  
Each \$1.00; doz. \$10.00

**Hyacinthus.** Large white compact spikes.  
Each \$1.00; doz. \$10.00

**Japonica.** Fine white for garden or greenhouse.

**Market Glory.** Dense feathery pink plumes.  
Each \$1.00; doz. \$10.00



SPIRAEA (Astilbe)

**Moerheimi.** Tall pure white spikes.  
Each \$1.00; doz. \$10.00

**Philadelphia.** Clear lavender-rose; exquisite.

**Princess Mary.** Deep rose-pink, shaded lilac.

**Queen Alexandra.** Large fluffy pink spike.

**Queen of Holland.** Beautiful flesh color.

**Rubens.** Deep carmine-rose.

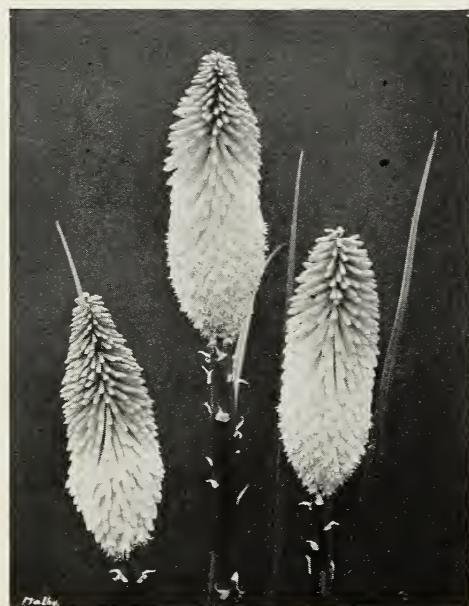
### Tritoma (Flame Flower)

(Red Hot Poker, or Torch Lily)

**Pfitzeri** (The Everblooming Flame Flower).

The free and continuous blooming qualities of this variety have made it one of the great bedding plants, and when we consider that there are few flowering plants which are suitable for massing under our severe climatic conditions it is little wonder that such an elegant subject should become so popular. Succeeds in any ordinary garden soil, but responds quickly to liberal treatment. Its brilliant orange-scarlet spikes, in late Summer, stand 3 to 4 feet high.

Each 40c; 3 for \$1.00



TRITOMA PFITZERI

## Flowering Shrubs

### HYDRANGEA

*Hydrangea Paniculata*. Tens of thousands of this noble Summer and Autumn-flowering shrub have been sold the past few years, and the demand is now universal. They grow to a height of 8 to 10 feet and are absolutely hardy, grow in any soil and bloom the same year they are set out. They flower abundantly, bearing immense panicles of bloom a foot long, white at first, turning to rose in Autumn, commencing to bloom in August, when very few shrubs are in bloom. An annual shortening of branches is necessary to increase the size of the flowers.

Each 60c; doz. \$6.00



### HARDY AZALEAS

*Azalea Amoena* (Japanese Evergreen Azalea). A dwarf shrub with double purplish-red flowers in May; is especially adapted for borders and rock gardens; needs some protection in Northern latitudes. Should be planted in sheltered positions and will abundantly repay for any care given it. Bushy.

Each \$1.00

*Azalea Mollis* (Chinese Azalea). Resembles a dwarf rhododendron with good foliage and bears flowers in all shades of red, yellow, and orange. It is perfectly hardy, thriving in sunny positions anywhere, and is excellent in masses.

Bushy Plants, Each \$1.25

*Amoena Superba*. A bright scarlet form of the well-known and charming *A. amoena*, but far surpassing it in brilliancy and general beauty; a profuse bloomer; foliage round in shape and evergreen.

Each \$1.25

ONE OF EACH OF THE ABOVE FOR \$3.00



AMPELOPSIS VEITCHII

### CLIMBING VINES

*Ampelopsis Veitchii*. The best of all the self-clinging vines; foliage turns brilliant red in the Fall; perfectly hardy.

Strong Plants, each 25c; doz. \$2.50

Extra Strong, each 35c; doz. \$3.50

*Madeira Vine*. A fine and rapid climbing vine for porch or trellis.

Each 10c; doz. \$1.00

*Clematis Paniculata* (Japanese Virgins' Bower). This handsome hardy climber is one of the choicest and most satisfactory climbing flowering plants. Of strong, rapid growth, with small, dense, cheerful green foliage, and pure white, deliciously fragrant flowers, which appear in the greatest profusion in August and September, followed by silvery feathery seed pods, which make an attractive appearance until mid-Winter.

Each 35c; doz. \$3.50

## MISCELLANEOUS BULBS



AMARYLLIS

**AMARYLLIS** Halli (*Lycoris Squamigera*). A perfectly hardy bulb of the Amaryllis family. They produce attractive green foliage in the early Spring; later the flower stalks appear, and develop an umbel of large Lily-shaped delicate pink flowers shaded with clear blue. 2 ft. Each \$1.00; doz. \$10.00

**AMARYLLIS** Formosissima. A most beautiful house or conservatory plant, having large lily-like flowers, of bright red, crimson, pink and flesh shades, with deeper veins. Very easily grown. Each \$1.00; doz. \$10.00

**HYACINTHUS** (*Galtonia*) *Candicans*. A noble plant bearing in late Summer massive spikes of from 40 to 50 snow-white, bell-shaped flowers. Each 10c; doz. \$1.00

**CALLA**, Mrs. Roosevelt. Remarkable for its spotted foliage; flowers are white, tinged amber. Each 35c; doz. \$3.50

**GOLDEN ROOSEVELT**. (New 1925.) A very uncommon variety, of a deeper shade of gold than the preceding. Each \$1.00

**TIGRIDIA** *Pavonia* (Tiger or Shell Flower). A semi-hardy bulb requiring same treatment as Gladioli. Grows about 18 in. to 2 ft. high, bearing wide open 3-lobed flowers of bright red, spotted yellow and purple. Each 30c; doz. \$3.00

**Selected Hybrids.** These hybrids have been produced by crossing the native species, and include some really lovely and novel shades, retaining the dainty forms of the *type*. These are highly recommended. Each 25c; doz. \$2.50

**ZEPHYRANTHES ROSEA** (Zephyr Flower or Fairy Lilies). Beautiful dwarf, bulbous plant, very effective for massing in the border, flowering with great profusion of pink flowers during the Summer. They are also suitable for pot culture. Each 20c; doz. \$2.00

## JOERG'S "SURPRISE" GLADIOLUS MIXTURE



Our "Surprise" collection of Gladioli, offered on page 9 is, we believe, the greatest value ever offered; many really fine varieties are contained in this mixture, and we are sure that those who plant these liberally for cutting will find a carefully blended assortment of practically all colors known in Gladioli.

**100 Bulbs (see particulars on page nine) for \$3.00**

## DAHLIAS

*A Carefully Chosen List of Extra Select Varieties*

The letters following each name denote the class to which the variety belongs:

(C.)=Cactus. (Dec.)=Decorative.  
 (H.C.)=Hybrid Cactus. (P.)=Peony Type.  
 (Pom.)=Pompon. (S.)=Show.

Each

**Ambassador** (C.). Soft buff, shaded with salmon, large, perfect flowers, on strong straight stems ..... \$1.00

**Deelighted** (S.). Another very good sort to grow for cutting; color is pure white .50

**Jersey's Beauty** (Dec.). One of the greatest dahlias ever raised. Flowers are perfect in form, of a beautiful rich pink, held straight up on a strong stem. This is one you'll want..... .75

**Judge Marean** (Dec.). A beautiful blend of salmon, orange and yellow; flower is of perfect form, borne upright..... .75

**Mrs. I. de Ver Warner** (Dec.). This dahlia is popular and does well all over the country; flowers are perfectly formed, of a charming shade of mauve pink ..... .75



JERSEY'S BEAUTY

Each

**Patrick O'Mara** (Dec.). A large flower of rich orange and gold; a splendid variety for cutting..... \$0.50

**Perfect Beauty** (Dec.). Bright light scarlet, outer petals heavily tipped white. The colors are divided about equally, half red and half white; a most beautiful flower of very large size..... .50

**Sunkiss** (H.C.). Canary yellow center with delicate salmon pink outer petal; a distinct two-tone effect.. 1.00

**The Emperor** (Dec.). A huge bloom, perfectly formed of broad flat petals; color is deep maroon, with a chocolate sheen .....

1.00

**Trentonian** (Dec.). One of the greatest dahlias of today. Has won prizes all over the U. S. and first prize Edinburgh, Scotland, 1926. A rich Autumn shade of old gold, amber and bronze..... 2.00



DAHLIA (Dec.) TRENTONIAN

# BUSINESS TERMS

Cash or satisfactory references required from all correspondents unknown to us.

**REMITTANCES** should be made by **Post Office Money Order, Express Money Order, or Check.** If **currency** is sent, the letter should be registered. Do not send **coin or stamps.** We disclaim all responsibility when remittances are not made as above directed.

All Bulbs, Roots and Plants purchased at "Each" and "Dozen" rate are sent prepaid. Hedge Plants are sent by express—"charges collect."

**Packing and Delivery** free of charge, post free or express charges prepaid.

We **guarantee** all stock to be of the very highest quality, and true to name, and although we exercise the greatest care in filling orders, an error may once in a while occur, in which case we will gladly replace stock incorrectly named.

## *Brief Notes on Growing Gladioli*

Gladioli are probably the most easily grown of all Summer Bulbs, and with ordinary care will give a succession of flowers from July until October. They thrive in almost any soil and location, but prefer a sandy loam in full sunlight. Bulbs may be planted in solid beds of harmonizing shades, in groups among hardy plants, or in single or double rows by the sides of Paths or Drives.

Plant from 6" to 8" apart and from 4" to 6" deep. Make the first planting in April, and continue every two weeks to put in some more, up to June 15th. This ensures a succession of bloom from July until frost.

Good cultivation will repay in large and prolific blooms. Keep the surface of the soil broken; it helps the growing of the flower spike, and keeps the weeds in check. Water frequently during the dry Summer months; do not use any stable manure. Lime, dug into the ground before planting, and bone meal worked into the top soil, after the plants are 8"-10" high, are the only fertilizers needed. When cutting Gladioli, leave at least 4 to 6 leaves on the stem; this is essential to the development of the new bulb forming under ground.

## **Complimentary Comments on "Joerg's Gladiolus"**

*An old friend of mine attended the N. Y. Glad. show, and told me the best variety in the show was one exhibited by you called "Joerg's White." Would very much like to have your catalog.*

*H. I. B., Dowagiac, Mich.*

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*Saw your exhibit at recent N. Y. show and liked "Joerg's White" very much.* *S. J. S., New York City.*

*Sept. 5, 1924.*

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*On my visit to the N. Y. Glad. show I took due note of your seedling No. 10, "George J. Joerg." Kindly advise me of the price; am also partial to your "Joerg's White."*

*E. B. L., Westfield, N. J.*

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*I saw your wonderful Glad. "Joerg's White" at the big New York show. I congratulate you upon producing such a wonderful flower.*

*Aug. 28, 1924.*

*C. E. H., Danbury, Conn.*

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*I attended the Glad. show in New York and was taken by your "Joerg's White." Its size and pure color was of course apparent.*

*Aug. 26, 1924.*

*E. W. G., Trenton, N. J.*

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*I was told that you were at the show last week. I am very sorry not to have seen you, but I saw a very beautiful flower, "Joerg's White." I shall be glad to know if you are putting it on the market.*

*E. M. S., Madison, N. J.*

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*I was very much impressed with your exhibit at the Glad. show. I should be pleased to have your catalog.*

*R. L. S., Schenectady, N. Y.*





# George J. Joerg, Inc.

NEW HYDE PARK, LONG ISLAND, N. Y.

*(Bulb growers since 1880)*